

No More Mules campaign

BDF200001 – 5 July 2021 to 4 July 2022

VOICE *for*
PRISONERS





About Us

Voice for Prisoners – We help imprisoned drug trafficking victims

- We are a Hong Kong-registered non-profit organisation since 2018
- We help the under-represented prisoner community in Hong Kong
- VFP volunteers comprise prison chaplains, lawyers, ex-prisoners and members of other NGOs specialising in this area
- We started the international anti-drug trafficking campaign called “No More Mules” in 2013 to raise awareness, education, liaison and more...



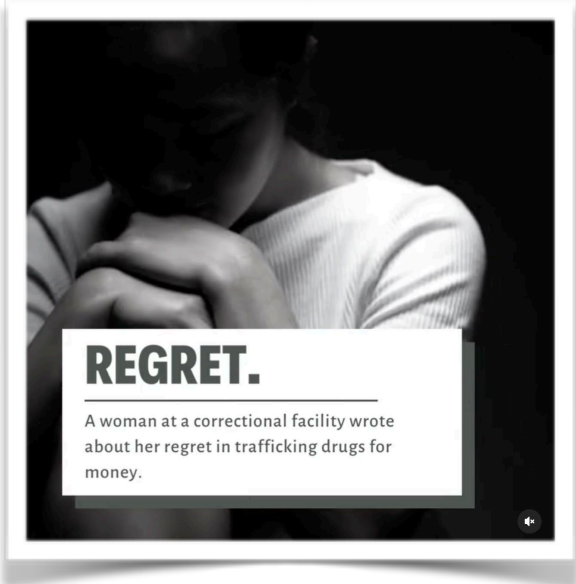
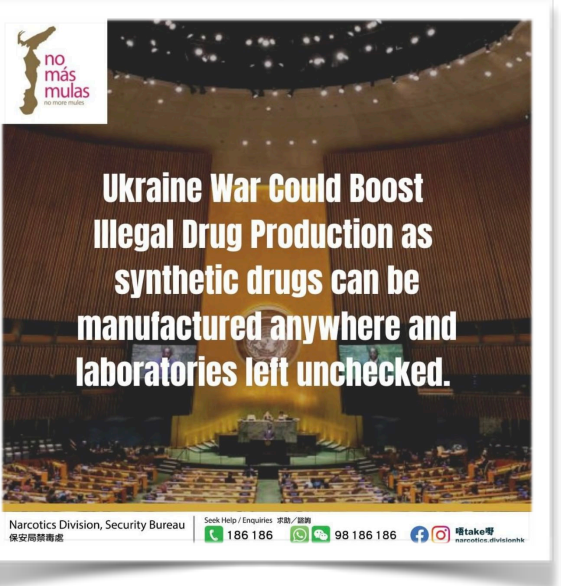
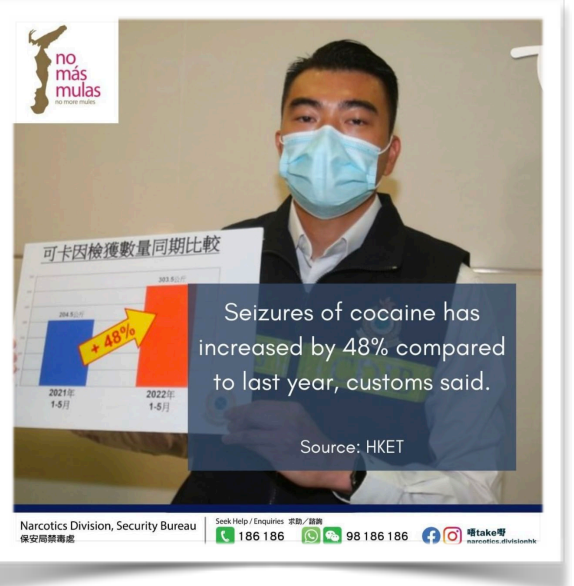
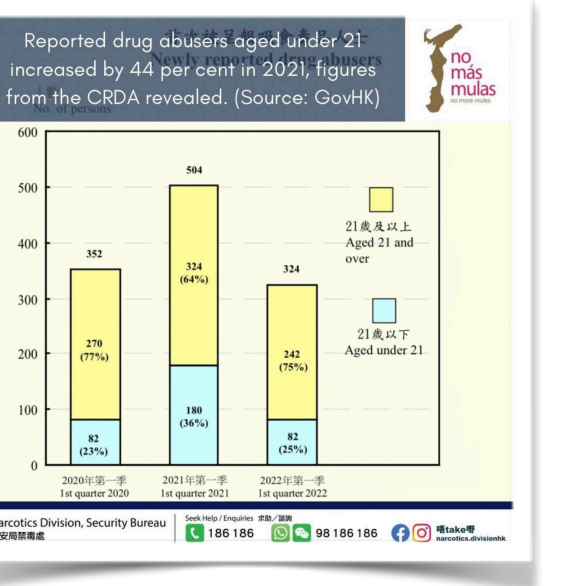
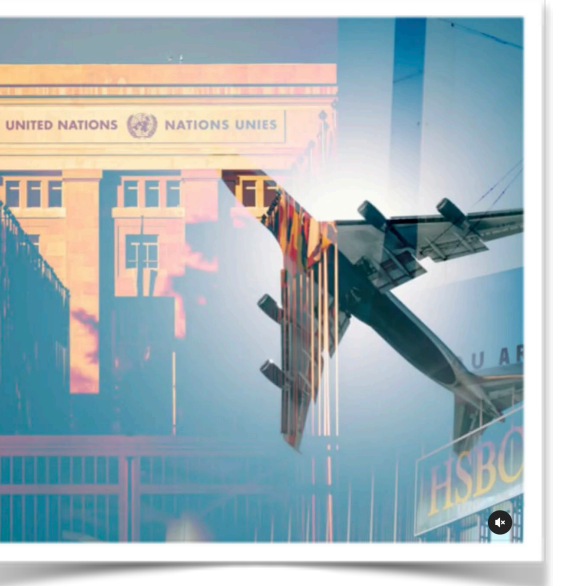
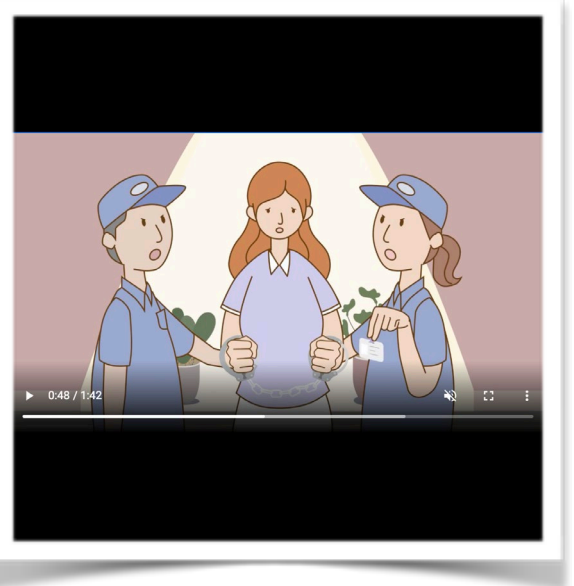
Our Activities

Activities – We aim to prevent our target audience from drug trafficking

- Social media campaign
- Hybrid workshops
- Online outreaching service
- Physical outreaching service
- Letter-writing campaign

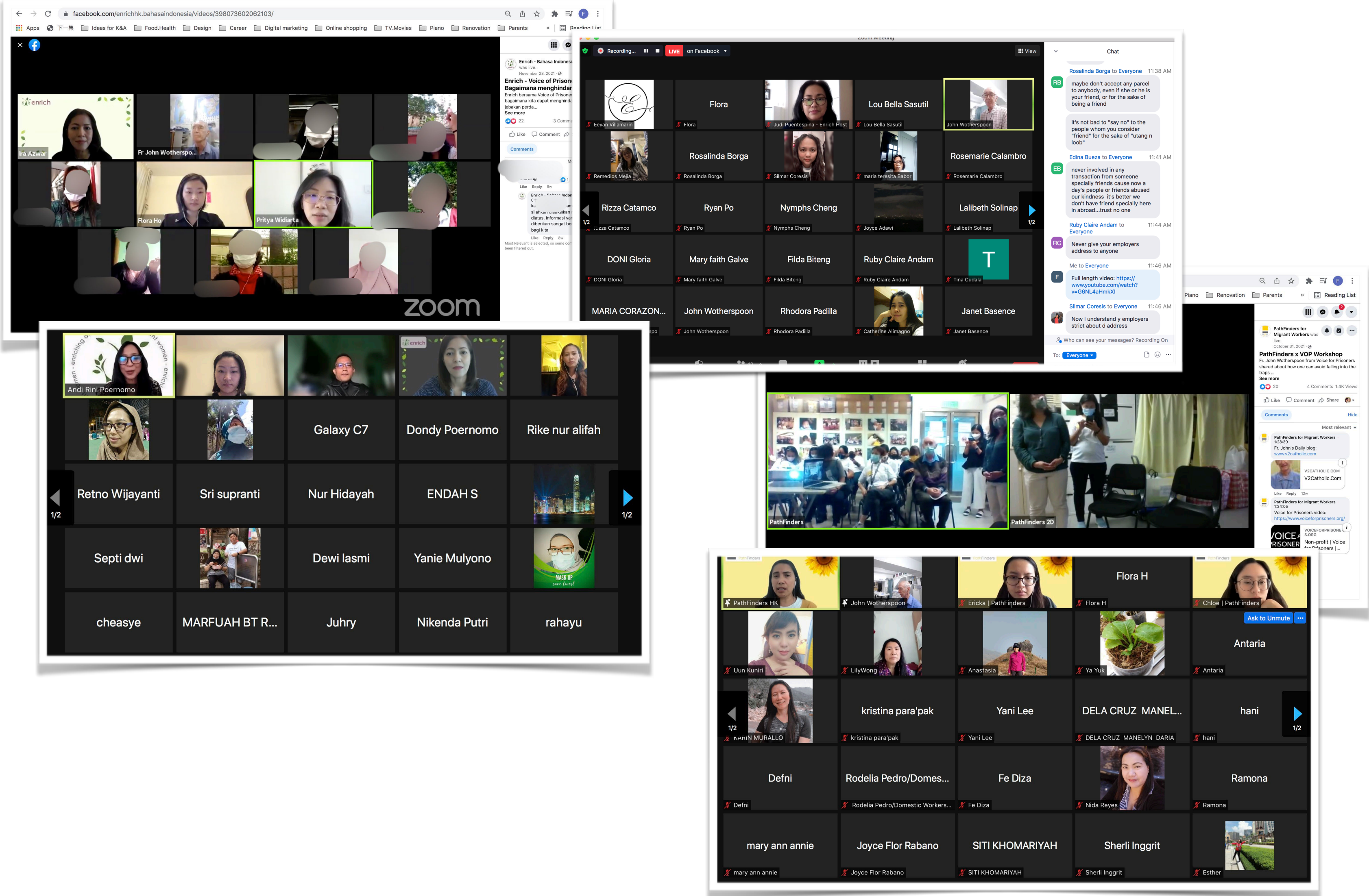
Social media (Facebook & Instagram) campaign

- Aims to promote anti-drug trafficking messages in Hong Kong and worldwide, and warn people not to bring drugs into Hong Kong
- Contents covering articles about latest drug news, synopsis of statistics reports, short clips with link in bio directing followers to letters from inmates and testimonial videos



Hybrid workshops

- Aims to educate foreign domestic helpers (FDHs), prevent them from becoming drug couriers and participate in drug trafficking activities
- Contents covering brief introduction on the latest drug trafficking status, case-sharing and testimonials from people who were previously arrested for drug trafficking charges, followed by a Q&A session



Online outreaching service

- Aims to prevent local young sex workers from drug couriers and participate in drug trafficking activities
- Create short clips for our NGO partner to share with their individual members online through Telegram and Whatsapp




Physical outreaching service

- Aims to educate foreign domestic helpers (FDHs), prevent them from becoming drug couriers and participate in drug trafficking activities
- We provide training to our NGO partner's ambassadors for distribution of giveaways with anti-drug trafficking message in their native languages, and have conversations among their communities



Letter-writing campaign

- Aims to increase awareness of the legal consequences of drug trafficking to warn overseas nationals as well as the general public not to take part in it
- Partner with prison Chaplain Father John and volunteers who visit prisoners to encourage inmates for drug trafficking charges to share their stories; scan an upload letters to social media and websites




My mother's tears

I would like to advise everyone not to act impulsively and break the law. Please do not lose your reason to look for ways to earn easy money. "There is no free lunch in the world, you get as much as you pay."

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13 March, 2022 • nomasmulas • Letters • drugs, Hong Kong, trafficking




If I could turn back time...

I hope my letter can remind others that we should not do things that may endanger ourselves or cause regret later all because of greed and carelessness.

I have done something that I regret the most in my life, all because I wanted to make quick money. I wanted to get results effortlessly.

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4 March, 2022 • nomasmulas • Letters • drugs, Hong Kong, trafficking




Russian roulette

I'm a woman, a Russian citizen. I want to share with you the tragic story of my life. I'm now in custody in Hong Kong, awaiting my sentence.

In or about autumn 2016, a good friend told me about her boyfriend who was at the time in Brazil working and would soon return to Russia. Not long later, after her boyfriend returned, I asked him for details of the job he was doing while in Brazil. He told me he did nothing serious, he had been sent to Brazil to pick up a suitcase and transport it to Asia. My friend then gave me the name of the guy who sent her boyfriend to Brazil. He is from Belarus.

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5 June, 2022 • nomasmulas • Uncategorized • ice, Thailand




Drug trafficking is never a good choice

I met a friend a long time ago when I was working in Malaysia. We worked at the same Thai massage shop. She was always good to me. I borrowed money from her when I had financial difficulties. She would also tell me I needn't worry about returning her the money quickly. At that time I had borrowed a total of 20,000 baht from her.

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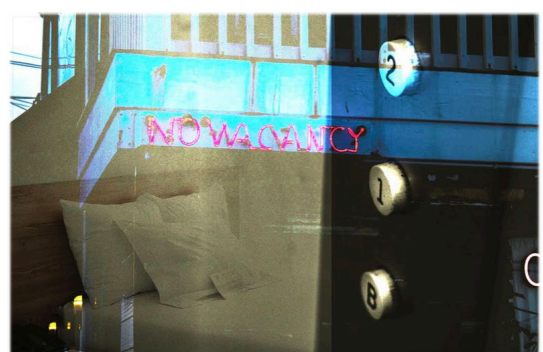
Drugs are not a game worth playing

It happened at the beginning of the COVID-19 pandemic, between 2019 and 2020.

School classes were suspended, so I often went to play soccer. I met a new friend there. We frequently hung out, went drinking, shopping, and played soccer together.

One day, he asked if I could help him to check into a hotel. He said he had a fight with his parents and needed to stay out for a few days. I didn't think too much of it so I helped him as he was under 18. After we checked into the hotel, he gave me a suitcase and asked me to take it up to the room and leave. I gave him the room key card and left afterward. What happened next, I only learned from watching the police's CCTV evidence. [Continue reading →](#)

16 October, 2021 • nomasmulas • drugs, Hong Kong,毒品, 香港




No room for trust

I'm an Indonesian woman. I had been staying with a friend in her hotel room because I didn't have money. I rarely stayed there as I only needed a place to sleep at night.

On Thursday 17 December 2021 at 8 pm, I was waiting for the elevator to go out to get some food because I felt hungry. As soon as I stepped out I was suddenly stopped by the police without any warning.

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3 February, 2022 • nomasmulas • Letters • drugs, Hong Kong, Indonesian



Please "Return to sender"

I'm from Malaysia. In November 2019 I traveled to Hong Kong to attend a direct-sales event.

While in the city, I befriended a Hong Kong man who was introduced to me by a friend in Malaysia. I had only met this guy twice outside a mall when he asked me to help him collect two packages from the nearby post office.

On November 27 I headed from my hotel in Chungking Mansions to the post office on Middle Road, Tsim Sha Tsui. [Continue reading →](#)

29 January, 2022 • nomasmulas • Letters • drugs, Hong Kong, Malaysia



鐵窗中的孤獨新年


正所謂每逢佳節倍思親，本人在荔枝角十個月經歷了中國農曆新年，中秋節，在幾日後便是聖誕節，令我十分想念家人...

本人因販運毒品20g 可判囚，現在荔枝角收押所被關押十個月了。

這十個月裏本人失去了自由，本人十分後悔，因為不能再像以前一樣在外面想食什麼就食什麼，想幾時見家人就幾時見家人。

正所謂每逢佳節倍思親，本人在荔枝角十個月經歷了中國農曆新年，中秋節，在幾日後便是聖誕節，令我十分想念家人，所以本人真的非常懷念之後得自己因販毒又再次被捕，所以本人在此希望所有入獄的不要去做毒品，吸毒，因為毒品真的害人不少。

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Drugs lead to a dead end

I am a Hong Kong citizen. I want to share my story about why I am in Lai Chi Kok Reception Centre waiting in custody to get a sentence.

I hope when you read this letter you take the time to reflect on how important is your life, friends, family, and all the things that freedom offers. And even if you are having some difficulty finding a job or a good way to earn a living in these COVID-19 times, never choose any wrongdoing. Never choose to deal with drugs because certainly, you will end up in jail for a very long and sad time.

Trust me. Being in jail is the worst experience. This is so bad that just in the last ten months I saw how two people preferred to take their lives and finish this sad moment.

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紅酒與奶粉

我是馬來西亞人，我這次來香港打工是因為家中有事需要急需用錢，當日我在Facebook上看到一篇內容是寫到中國開新的銀行戶口，而我便在Facebook上聯絡發帖人，之後發帖人便介紹了一位馬來西亞男仔名叫YC給我認識，其後YC便介紹了另一份工作給我，工作內容是運送泰國文酒到馬來西亞，工資為每樽六千元，因急需需用錢我便立即答應了該工作。 [閱讀全文 →](#)

16 October, 2021 • nomasmulas • drugs, Hong Kong,毒品, 香港



Output & Outcome Evaluation

Output benchmarks & evaluation results: Workshops

– targeting foreign domestic helpers (FDHs)

Expected result	Achieved result
<ul style="list-style-type: none">• Description:<ul style="list-style-type: none">▸ 3 sessions of in-person workshops▸ 2 sessions of online workshops	<ul style="list-style-type: none">• Workshop 1 (hybrid, completed in Oct 2021)<ul style="list-style-type: none">▸ Attendance: in-person @ 37 ppl, playback @ 1,400 views• Workshop 2 (in-person*, completed in Apr 2022)<ul style="list-style-type: none">▸ Attendance: live @ 21 ppl, playback @ 552 views• Workshop 3 (in-person^, completed in Jun 2022)<ul style="list-style-type: none">▸ Attendance: live @ 44 ppl, playback @ 161 views• Workshop 4 (online, completed in Nov 2021)<ul style="list-style-type: none">▸ Attendance: live @ 42 ppl, playback @ 283 views• Workshop 5 (online, completed in Mar 2022)<ul style="list-style-type: none">▸ Attendance: live @ 34 ppl, playback @ 36,638 reach <p><i>*changed to online format due to COVID-19 restriction</i> <i>^changed to online format due to COVID-19 restriction. Tried to liaise with NGO partner for hybrid format, but their management team prefers to stay safe and to protect their members. Thus, online format has remained</i></p>
<ul style="list-style-type: none">• Target: 55 FDHS and 3,870 views	<ul style="list-style-type: none">• Result: 102 ppl & 39,212 views

Output benchmarks & evaluation results: Social media

– targeting the general public

Expected result	Achieved result
<ul style="list-style-type: none">• Description:<ul style="list-style-type: none">▸ Upload posts on social media (Facebook & Instagram)	<ul style="list-style-type: none">• 97 posts uploaded (between Jul 2021 – Jul 2022)
<ul style="list-style-type: none">• Target: at least 96 posts with 30,000 views	<ul style="list-style-type: none">• Result: 97 posts & 830,502 views (Facebook + Instagram)

Output benchmarks & evaluation results: Physical outreach

– targeting foreign domestic helpers (FDHs)

Expected result	Achieved result
<ul style="list-style-type: none">• Description:<ul style="list-style-type: none">▸ Provide training to FDHs ambassadors▸ Organise 2 physical outreach events	<ul style="list-style-type: none">• Training session (online, completed in Apr 2022)<ul style="list-style-type: none">▸ Attendance: 6 ppl• Outreach 1 (in-person*, completed in Apr 2022)<ul style="list-style-type: none">▸ Reached: 15 ppl• Outreach 2 (in-person, completed in Jun 2022)<ul style="list-style-type: none">▸ Reached: 100 ppl <p><i>*changed to online format due to COVID-19 restriction</i></p>
<ul style="list-style-type: none">• Target 1: provide training to at least 5 ambassadors• Target 2: reach at least 100 FDHs	<ul style="list-style-type: none">• Result 1: provided training to 6 ambassadors• Result 2: reached a total of 115 ppl (Outreach 1 + 2)

Output benchmarks & evaluation results: Letter-writing campaign

– targeting foreign inmates imprisoned for drugs-related crimes, general public

Expected result	Achieved result
<ul style="list-style-type: none">• Description:<ul style="list-style-type: none">▸ Post letters from foreign inmates imprisoned for drugs-related crimes at social media / website	<ul style="list-style-type: none">• 26 letters uploaded to website• 16 of the letters (from website) were selected and shared on social media (Facebook + Instagram)
<ul style="list-style-type: none">• Target 1: post at least 26 letters• Target 2: viewership to reach 50,000 views	<ul style="list-style-type: none">• Result 1: 26 letters uploaded to website• Result 2: 16 letters shared with a total of 358,009 reach

Outcome benchmarks & evaluation results

Expected result	Achieved result
<ul style="list-style-type: none"> • Physical workshop (audience: FDHs) <ul style="list-style-type: none"> ▸ Attendance: 25 participants ▸ Method: Paired t-test (tailor made questionnaire) ▸ Target: 70% of participants show improvement in anti-drug trafficking awareness 	<ul style="list-style-type: none"> • Workshop with PathFinders (completed in: Oct 2021) <ul style="list-style-type: none"> ▸ 37 participants attended ▸ 37 questionnaire received ▸ 76% of participants showed improvements in anti-drug trafficking awareness
<ul style="list-style-type: none"> • Online workshop (audience: FDHs) <ul style="list-style-type: none"> ▸ Attendance: 30 participants ▸ Method: Paired t-test (tailor made questionnaire) ▸ Target: 70% of participants show improvement in anti-drug trafficking awareness 	<ul style="list-style-type: none"> • Workshop with Enrich (completed in: Nov 2021) <ul style="list-style-type: none"> ▸ 42 participants attended ▸ 35 questionnaire received ▸ 80% of participants showed improvements in anti-drug trafficking awareness
<ul style="list-style-type: none"> • Physical outreach event (audience: FDHs) <ul style="list-style-type: none"> ▸ Reach: 100 participants ▸ Method: Post-event test (tailor made questionnaire) ▸ Target: 70% of participants agree that the activity enable them to gain anti-drug trafficking awareness 	<ul style="list-style-type: none"> • Outreach by PathFinders (completed in: Jun 2022) <ul style="list-style-type: none"> ▸ 100 participants reached ▸ 100 questionnaire received ▸ 90% of participants agree that the activity enable them to gain anti-drug trafficking awareness



Experience Gained & Next Steps

Keep sharing within the community

- We learnt that many FDHs have not heard of the different ways they are being lured into participating in drug-related activities
- Building a closer relationship with our NGO partners was definitely a great help in reaching out to more people within the FDH community
- Receiving fruitful feedback from the FDH ambassadors / core members of the NGOs allowed us to fine tune our materials for future events and a better result when delivering the anti-drug trafficking message
- Sharing drug trafficking related news with the FDH ambassadors / core members enabled them to further share these news among the community both in Hong Kong and back in their home countries
- Target to share with the FDH community about drug related information and the legal education to prevent them from falling into drug trafficking traps

Thank you

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